

2006 - 2007

USDA Trade Show and Mission Calendar



United States
Department of
Agriculture

Foreign
Agricultural
Service

Trade Shows
and Missions
Office

www.fas.usda.gov

2006

All events are for food and beverages unless otherwise indicated.

Event	Date	Location
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WESTERN HEMISPHERE

Canadian Food & Beverage Show	February 19-21	Toronto, Canada
ANTAD	March 29-31	Guadalajara, Mexico
U.S. Food Export Showcase (Food Marketing Institute/FMI)	May 7-9	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May 20-23	Chicago, Illinois
Alimentaria, Mexico	June 6-8	Mexico City, Mexico
EXPHOTEL	June 7-9	Cancun, Mexico
Alimentec	August 23-26	Bogota, Colombia
ASONAHORES (Tentative)	TBD	Santo Domingo, Dominican Republic
Americas Food & Beverage Show	November 8-10	Miami, Florida

ASIA

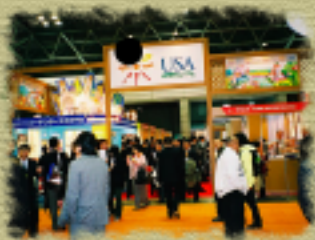
Food Ingredients Asia-China (Fi China)	February 15-17	Shanghai, China
Sales Mission to India	March 12-19	New Delhi, Bangalore, and Mumbai, India
FOODEX Japan	March 14-17	Tokyo, Japan
Food & Hotel Korea	March 21-23	Seoul, Korea
Food & Hotel Asia	April 25-28	Singapore, Singapore
SIAL China	May 29-31	Shanghai, China
International Food Ingredients & Additives Exhibition (IFIA)	May 30-June 1	Tokyo, Japan
Food & Hotel China, Beijing	June 7-9	Beijing, China
Food Taipei	June 21-24	Taipei, Taiwan
Asia Food Expo	September 6-9	Manila, Philippines
Food Ingredients Asia (Fi Asia)	September 13-15	Bangkok, Thailand
Food & Hotel Vietnam	September 27-29	Ho Chi Minh City, Vietnam
Health Ingredients Japan (Hi Japan)	October 4-6	Tokyo, Japan
Food & Hotel China, Shanghai	November 30-December 2	Shanghai, China

EUROPE AND RUSSIA

Fruit Logistica	February 2-4	Berlin, Germany
BioFach (organics)	February 16-19	Nuremberg, Germany
Alimentaria	March 6-10	Barcelona, Spain
European Seafood Exposition	May 9-11	Brussels, Belgium
World Food Moscow	September 26-29	Moscow, Russia
SIAL Paris	October 22-26	Paris, France
Health Ingredients Europe (Hi Europe)	November 14-16	Frankfurt, Germany
Ingredients Russia	December 5-8	Moscow, Russia

AFRICA/MIDDLE EAST

Gulfood	February 19-22	Dubai, United Arab Emirates
Alimenticia	May 31-June 4	Luanda, Angola
Morocco (American Café)	June 5-7	Casablanca, Morocco
ISRAFOOD (American Café)	November 20-22	Tel Aviv, Israel



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Event	Date	Location
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WESTERN HEMISPHERE

Canadian Food & Beverage Show	February 20-22	Toronto, Canada
ANTAD	March	Guadalajara, Mexico
SIAM Montreal	March 28-30	Montreal, Canada
U.S. Food Export Showcase (Food Marketing Institute/FMI)	May 6-8	Chicago, Illinois
American Food Fair (National Restaurant Association/NRA)	May	Chicago, Illinois
Alimentaria Mexico	June	Mexico City, Mexico
EXPHOTEL	June	Cancun, Mexico
SIAM Mercosur	August	Buenos Aires, Argentina
Americas Food & Beverage Show	TBD	Miami, Florida

ASIA

Food Ingredients Asia-China (Fi China)	February	Shanghai, China
FOODEX	March 13-16	Tokyo, Japan
Food & Hotel Korea	March 20-22	Seoul, Korea
Great American Food Show	April	Manila, Philippines
SIAM China	May	Shanghai, China
International Food Ingredients & Additives Exhibition (IFIA)	May/June	Tokyo, Japan
HOFEX	May 13-16	Hong Kong
Food & Hotel China, Beijing	June 20-22	Beijing, China
Food Taipei	June 15-18	Taipei, Taiwan
Food Ingredients Asia (Fi Asia)	September	TBD
Food & Hotel Vietnam	September 26-28	Ho Chi Minh City, Vietnam
Health Ingredients Japan (Hi Japan) (Tentative)	October 2-4	Tokyo, Japan
Food & Hotel China, Shanghai	November 14-16	Shanghai, China

EUROPE AND RUSSIA

SIRHA	January 20-24	Lyon, France
BioFach (organics)	February	Nuremberg, Germany
Fruit Logistica	February 8-10	Berlin, Germany
International Food & Drink Exhibition (IFE) London	March 18-21	London, United Kingdom
International Food & Drink Exhibition (IFE) Poland (Tentative)	TBD	Warsaw, Poland
European Seafood Exposition	May	Brussels, Belgium
World Food Moscow	September	Moscow, Russia
ANUGA	October 13-17	Cologne, Germany
Food Ingredients Europe (Fi Europe)	October 30- November 1	London, United Kingdom

AFRICA/MIDDLE EAST

Gulfood Show	February	Dubai, United Arab Emirates
Morocco (American Café)	June	Casablanca, Morocco
ISRAFOOD (American Café)	November or December	Tel Aviv, Israel
World Food Libya (tentative)	TBD	Tripoli, Libya

2007

Notice on Product Origin Requirement: Products exhibited in the U.S. Pavilion must be at least 50 percent U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. The Organizer has the authority to remove any non-U.S. products.

American Café: Allows U.S. companies to test overseas market with minimal investment. FAS displays and offers samples of participants' products at overseas trade shows within the U.S. Pavilion. Prices and rules may vary.

Fliers detailing these shows are available online at:

www.fas.usda.gov. You can find out more by visiting our Web site, or calling a trade show specialist—their numbers are listed on the back of this calendar.





Your Global Connection

Making international trade work for you...

You Need a Presence

FAS staff know how critical meeting the customer can be to making the sale. That's why we've got you covered with shows and missions in almost every part of the world. China, Mexico and France are just a few of the locations. The USA banner draws crowds because it is a world-recognized sign of high quality and safe foods that are fresh, flavorful and fun. The broad range of products stimulates buyers' interest and expands their knowledge of what is available.

You Expect a Good Deal

When USDA links its name with a show, it's your assurance of high standards at a fair price. You can expect a full-service booth with electric hook-up and a business lounge. You'll get marketing services, including reports on the country and its buyers, and even limited public relations help. Your company will also be listed in the pavilion show catalog.

You Want Experience

No other organization can offer USDA's decades of expertise in promoting U.S. food and agricultural products overseas. Our trade show experts can help you make the most of your overseas experience. FAS attachés and staff, stationed at U.S. embassies worldwide, will give you invaluable insight and contacts as you seek new markets.

Get Started: Here and Now

If you know which country is right for you, give our trade show experts a call. They are ready to help you make your connection to the world.



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